

# Top 6 Ways to Use the Survey of Equipment Finance Activity

How can your business get the most out of the Survey of Equipment Finance Activity? Use these tips for leveraging both the online interactive dashboard and the full 300-page report:



**See how your company stacks up against the competition.** Compare your portfolio performance—yield spread, ROE, delinquencies, charge-offs and more—to what other equipment finance companies are experiencing.



**Validate strategic business moves.** Whether you are introducing a new product or looking to make the case for or against entering a particular product line, the SEFA data can help justify your next steps.



**Explore new verticals.** Get a sense of the size of various markets, number of competitors and growth rate.



**Compare operational expenses.** Discover how your costs—such as sales, credit, booking and other expenses—compare to others in the industry.



**Analyze headcount reports.** Gauge where to invest your human resources: sales, information systems, compliance, marketing and more.



**Validate assumptions and conclusions.** Review the data you need—such as productivity measures, residual experience, balance sheet data, financial ratios, profitability data and more—to get the real picture.

